I. **DATE OF REPORT:** 12/17/01

II. **NAME OF PERSON SUBMITTING REPORT:** Beth Carlin

III. **EXHIBIT SPECIFICS:**
Name of Meeting (Association):   RSNA National Meeting

Location: Chicago, ILL

Dates: November 25-November 30, 2001

Staff:

GMR: Beth Carlin
                    Chris Shaffer
                    Tammy Mays
                    Charniel McDaniels

OTHER:

Sallie Klipp, Midwestern University
Erika L. Sevetson, Univ. of Wisconsin at Madison
Allan Barclay, University of Wisconsin at Madison
Heidi Marleau, University of Wisconsin at Madison
Rebecca Woolbert , Northwestern University
Bessie Gray, University of Illinois at Chicago
Ellen Geraghty, University of Illinois at Chicago
Marceline C. Doranski, Univ. of Illinois at Chicago
Teresa McClow, Midwestern University
Lisa Jacob, Advocate Health Sci. Library Network
Stephanie John, Saginaw Coop Hosp. Med. Lib.
Rick Brewer, University of Kentucky
Kellie Kaneshiro, Indiana University
Leslie Behm, Michigan State University
Janna Lawrence, University of Texas
Fran Kovach, Southern Illinois University
Marie-Lise Shams, University of
Michael Boer, Pacific Northwest Region
Bryan Vogh, Southeast Atlantic Region
Javier Crespo, New England Region
Jeanne Burke, Creighton University

(see attached list by institution) C:\Education and Outreach Coordinator\National Exhibits\RSNA 2001\rsnalabels.doc

Number of Registrants: 53,569

(see attached comparison 2000) http://shows.rsna.org/V25/index.cvn?id=10034&p_navID=288

Number of Exhibitors (Companies):   92 Information Exhibits
                                                              682 Technical
                                                              1,000 Scientific

Specify by Days:
    A. Exhibit Hours

Sunday	11/25/01	8:00- 5:00	9 hours
Monday	11/26/01	8:00-5:00	9 hours
Tuesday	11/27/01	8:00-5:00	9 hours

Wednesday	11/28/01	8:00-5:00	9 hours
Thursday	11/29/01	8:00-5:00	9 hours
Friday	11/30/01	8:00-12:45	4 hours 45 min.

Total Number of Hours: **49 hrs. 45 min.**

B.   Number of People Visiting the Booth

Sunday	November 25, 2001	270
Monday	November 26, 2001	335
Tuesday	November 27, 2001	462
Wednesday	November 28, 2001	378
Thursday	November 29, 2001	539
Friday	November 30, 2001	114

TOTAL: **2, 098**

C. Number of: NLM System Demonstrations/other Internet Demonstrations

Sunday 12/25/01		**Monday 12/26/01**	
PubMed	98	PubMed	108
MEDLINE*Plus*	*11*	MEDLINE*Plus*	*07*
Clinical Trials	*03*	Clinical Trials	06
NLM Gateway	*02*	NLM Gateway	
Combined, PubMed etc.	*09*	*07Combined, PubMed etc.22*	
Other (Non-NLM)	08	Other (Non-NLM)	13
Demos (10,12,3)	35	Demos (10, 12, 3)	53
Tuesday 12/27/01		**Wednesday 12/28/01**	
PubMed 112		PubMed 78	
MEDLINE*Plus*	*09*	MEDLINE*Plus*	*09*
Clinical Trials	02	Clinical Trials	*05*
NLM Gateway 09		NLM Gateway	04
Combined, PubMed etc.	*16*	*Combined, PubMed etc.*	*14*
Other (Non-NLM)	11	Other (Non-NLM)	11
Demos (10,12,3)	60	Demos (10,12,3)	47
Thursday 12/29/01		**Friday 12/30/01**	
PubMed	132	PubMed	37
MEDLINE*Plus*	*11*	MEDLINE*Plus*	*05*
Clinical Trials	04	Clinical Trials	*01*
NLM Gateway	09	NLM Gateway	02
Combined, PubMed etc.	*09*	*Combined, PubMed etc.*	07
Other (Non-NLM)	10	Other (Non-NLM)	03
Demos (10,12,3)	54	Demos (10 only)	22

TOTALS:

PubMed	**565**
MEDLINE*Plus*	*52*
Clinical Trials	21

NLM Gateway	33
Combined, PubMed etc.	77
Other (Non-NLM)	56
Total Theater Demos	271

GRAND TOTAL **DEMOS:**   *1,075*

IV. EXHIBIT SUMMARY
A. Pre -Exhibit Meetings
With Kathy Davies leaving mid-year, Chris Shaffer issued the invitation for volunteers using the web page set up for volunteer registration from last year in July 2001. When I began in September I took over confirming volunteer attendance and information September 2001 and recruited additional volunteers. I updated the previously created Guide to RSNA document and the PubMed Presentation Worksheet October 2001. I then determined the volunteer work schedule for booth November 2000 and assembled the local volunteer list November 2000.

B. Distribution of Pre -mailers, Letters or Invitations
 Listed in program and on RSNA website.

C. Booth Location
Booth Number 9100—Literature Searches. The NLM booth was first after the entrance and adjacent to the information booth. Although the location seemed idea for foot traffic it was actually terrible for the exhibit. The booth and the presentation screen did not help to draw attention to the booth. The booth configuration was confusing to users since they didn't know how to get into the booth as aisles were closed off or away from the main traffic aisle. The signage was not clearly visible from a distance. Attendees could not determine what was in the booth area at first glance.

D. Description of NLM System Program Presentations
See attached Tip Sheet

E. Problems
There were several areas of concern for the exhibit.   First of all, the configuration of the booth was detrimental to attracting contacts; the design virtually cut traffic flow off since the aisles were very narrow. The signage was too small for attendees to understand where the booth was located and what services were offered. Secondly, the events of Sept. 11 cutback on the number of attendees to RSNA and therefore lowered the pool of possible contacts. Thirdly, with GMR staff changes over the year, volunteer staffing was down by 5. We lost GMR staff and some volunteers dropped out at the last minute. Finally, we had some technical difficulties to overcome with network downtime and slow response from NLM pages.
In order to compensate the volunteer team did an excellent job of problem solving. After we determined we could not make structural adjustments to the actual booth configuration. The volunteers assigned to "floating" went outside the booth and recruited attendees to stop by the booth and explaining our availability, location, and services. We also requested that RSNA's guided tours come inside the booth so that we could address the groups directly about our services. We also contacted Dr. Ackerman, from NLM Technology office, who was giving a CME on Internet Two and asked him to announce in his presentations the availability for further hands-on training in the "literatures searches" booth 9100. We raised the number of non-demo contacts with these changes. However, we did not get the numbers we expected of demonstration contacts. The goals set for volunteers was based on a national standard set by the trade show industry. Volunteers met these goals but these numbers still did not compare to last years RSNA demonstration numbers. I believe since PubMed was so new last year that more RSNA attendees

felt they needed more instruction but this year now that PubMed has been in longer use more RSNA attendees expected they already knew how to do PubMed and only those who wanted indepth training approached the booth. We had to point out how we could improve their search techniques before they would consider a sit down demo. Once we got their attention they were spending more time with the librarian volunteers even up to 45 min. at a time. The public theater demos given by each of the volunteer librarians were well-received and brought in good groups of attendees. The average attendance was 20. We were crowded because the theater space was too small and all the volunteer librarians noticed that our attendees were staying longer and longer as the demos were 20 minutes but we continued to talk even up to 15 to 20 minutes longer. The presentation theater arrangement could be changed at the last minute. We got a podium so we could face the audience and we got an additional Ethernet line and we brought our own laptop so the instructors could face the audience, do their own typing, and still view the audience monitor. The print/font on the monitor still needed to be larger. (see attachments RSNA attendance statistics:
http://shows.rsna.org/V25/index.cvn?id=10034&p_navID=288)
Some work was slowed because of the slower Internet response. Sunday was the slowest, as we could not pull-up Pubmed or NLM Gateway pages adequately. We contacted NLM about these problems. Other times contact with NLM sites was slower particularly in the morning. Dane and Luke our RSNA technical support staff were very helpful in running diagnostics to check where the problems were and to remedy them. The computers needed adobe acrobat to print the tri-folds and the printers needed to be set so they didn't default to "stand-by" mode. Otherwise, it took too long to get them ready to print again. We also did not have "free" access to RSNA full-text journals. Several volunteers want scrolling mice for use at RSNA. Either our librarian volunteers or the RSNA technical staff remedied all these issues.

F. User Feedback
The attendees overall had very constructive feedback with specific requests as well as high praise. Listed below are 8 general categories of requests from attendees about new features for PubMed. The only negative comments were in regards to loosing Internet Grateful Med.

1) Links to references in pubmed:
❖ Citation linking/searching (like Science Citation Index) would be a nice feature.
❖ Once at full text, can you look at article references and link to abstracts/abstracts of references

2) PubMed etc. downloads to PDAs or Cell Phones:
❖ Make a Version of web page accessible to cell phones (person tried to download NLM home page to cell phone) other than text only.
❖ Text version of NLM databases for digital cell phone web access
❖ Ability to copy search to pc or email.
❖ Add email.
❖ Need email from PubMed.
❖ Request for PDA downloads. Nat'l Cancer Institute Cancernet Treatment summaries is there an option to download to PDA.

3) Search for "images" only:
❖ How are you able to limit to articles with images?
❖ Why can't we do a search for images?
❖ Showed sites of neuroradiology imaging teaching files graphic img
❖ Does PubMed search for images that appear in the journal articles and if not, might it be available in the future?

4) NLM specific requests:
- ❖ How do journals get selected to be added to MEDLINE?
- ❖ How do you contact NLM?
- ❖ How do I get my article into PubMed? It isn't indexed.
- ❖ Are abstracts copyrighted?
- ❖ Explained NNLM funding Opportunities

5) Suggestions for changes to journals subsets or cubby hedges for searching for journals by subject:
- ❖ Subset of radiology journals
- ❖ Suggestion Click, drag & drop journals, Mesh terms into subset categories.
- ❖ How to stored list of journals in cubby as hedge.
- ❖ Is there any easy way to select journals?
- ❖ Physician would like to profile a search on imaging for gastrointestinal disorders but wants to specify the journals the references appear in. It would be great if we could do a search on journal titles and be able to select specific ones from a list of journal titles.
- ❖ Is there a way to search a topic and easily limit to specialty journals in radiology and imaging?
- ❖ Choose journals by subject in Journal Browser in order to hedge search.

6) Suggestions for changes for location of full-text links:
- ❖ User wants an icon on initial retrieval summary that indicates online availability (free vs. registration required)
- ❖ Would like publisher links to display with summary format
- ❖ Would like information on whether full text is available free or by subscription only up front with the logo
- ❖ Everybody wants to be able to link to full text w/minimal cost and effort.

7) Comments on Cubby demos and improvement suggestions:
- ❖ How to set-up cubby and store search?
- ❖ Another Cubby registration demo
- ❖ Cubby should display user name somewhere

8) Misc. areas cited for presentations given or questions answered relating to specific PubMed or Medlineplus features.
- ❖ --Locatorplus question
- ❖ --Needs to get artic les from public library and want information on LoansomeDoc
- ❖ --Importing citations into Endnote
- ❖ --Difference between Ovid and PubMed
- ❖ --Showing Linkout for NWUniv. And others.
- ❖ --Where does the drug info come from in MEDLINEplus? USP-DI-layman.
- ❖ --Lots of diagrams on Boolean logic indicating how to configure search statements [x and (y or z)]
- ❖ --Journal browser
- ❖ --Need Russian Translations for health info.
- ❖ --Advanced bone age" good search for Jablowski Medlineplus.

Specific comments:
Never used Mesh Browser.
This is the best demo I've seen today.

I use PubMed all the time.
Thanks, that was interesting, I'm glad I wandered by.
"History" is a good feature.
I didn't know about PubMed Central.
I didn't know about all the non-MEDLINE products.
Why isn't "normal variants" in MESH?
PubMed is great. The individual instruction provided by NLM is great.
I come every year to see what is new?
You have been very helpful, Thank you.
I want a library in Curacao to get articles.
I liked Grateful Med.
Bring back Grateful Med.
Brilliant! (about NLM Gateway and MEDLINEplus)
I search PubMed but you helped me a lot to know all the features.
Didn't know this was available. This is great!
Single citation matcher is really helpful.
I use it (PubMed) all the time.
I use other programs but I always come back to PubMed because it is more user-friendly.
Great demonstration! Very valuable!
Cubby is really great!!
I didn't know about the single citation matcher or the journal browser.
From a Vancouver doc: "love MEDLINEplus for my patients".
Why is the URL uppercase on your mouse pad and lower case on your pen?

G. Suggestions/Comments
Overall, the meeting is a productive exchange for both the radiologists and the volunteer librarians. It gives them both an opportunity to share ideas and exchange knowledge. The librarian volunteers are eager to make adaptations to meet the information needs of the radiologists and support NLM products.

H. Recommendation: Should NLM continue to exhibit at this meeting?
We recommend that NLM should continue to exhibit at this meeting with changes in the structure and presentation of the booth. We want to go back to the former booth structure to allow greater access. We need a larger theater area with a larger screen and more seating. We want to change the CME credit to a higher level and have hour-long sessions to cover all the materials more fully. Now that PubMed and other NLM databases are more developed and established with users we suggest from the feedback we received at the meeting that they want more in depth training and longer class time.

V. BUDGET SHEET
RSNA pays for the booth, including furniture, power and Internet connections. They also provide the computers, printers and paper. The only expense paid by the RML is shipping for promotional items to the booth.